



Collateral Liquidation Solutions · Once It's Repossessed, We Take Care of the Rest! · www.RepoRemarketing.com
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Use the Power of aggregation in the Liquidation Process

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CITRUS HEIGHTS, CA---Credit Unions have explored various ways to liquidate repossessed inventory: auction, retail, wholesaler, friends, family and strangers on the street. Most have been left with the suspicion that they have not received what they should for the vehicle. According to an October '09 CUNA Survey, only 7% of the 2000 credit unions that participated, giving written responses, were satisfied with venue and returns. The survey also pointed out that while on average the auction is going to deliver better returns than other solutions; only 12% of participating credit unions use auctions as a sole resource. From the auction standpoint, most credit unions are unable to deliver a sufficient number of vehicles to sell that will give them same attention as a manufacturer or rental agency.

To get preferred attention for credit unions, Repo Remarketing was founded, bringing their Credit Union clients together under one umbrella, employing the power of aggregation. By leveraging this strategy and aggregating the inventory of several Credit Unions under the Repo Remarketing umbrella there is a paradigm shift. The Credit Union now has the keys to a successful liquidation strategy. The vehicle is inspected, value confirmed and secured. The inventory then gets in front of bidders, dealer, independents and wholesalers as the Repo Remarketing Auction Representative coordinates the marketing of credit union inventory to them. The vehicles run early, in a preferred lane assignment with Auction Day management to assure strong returns. In addition to reducing deficiency balances, the credit union will see reduced staff times from 2.5 hours per unit (CUNA Survey 2009) to about 15 minutes.

Members of the Arizona Credit Union League also receive preferred pricing on auction and remarketing fees. The Repo Remarketing fee is based on the collaboration of Arizona Credit Unions participating in the program. 33% of all ACUL members currently participate, their combined inventory is aggregated and since fees are based on volume, the lowest prices are achieved. Combined with superior sales results (see graph), Repo Remarketing has a powerful impact on net returns.